

MINUTES
Board of Directors
Durham Convention & Visitors Bureau
Tuesday, July 24, 2001

Present

E'Vonne Coleman	John Mallard
Ron Hunter	Thomas Devine
Mary Jacobs	Shelly Green
Bill Kalkhof	Reyn Bowman

Absent

Tom Niemann	Barbara Smith
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At 4:40 p.m., Chairman Ron Hunter called the meeting to order. Barbara Smith was excused due to illness and Tom Neimann for travel. The following actions were taken:

- Voted to approve the Minutes of June 26, 2001.
- Reviewed Workforce Benchmarks
- Voted to approve the Financial Status Report as of June 30, 2001 and reviewed the Projected Cash Flow Spread for 01-02.
- Reviewed and discussed the President's Report including detail on Internet activity and bookings over the last three years.
- Reviewed and discussed a proposal to raise the occupancy tax by 1% to pay for a new downtown theater project. By consensus, the Board ask the President to convey the following to Mayor Tennyson and Commission Chair MaryAnn Black:
 - It is very concerned with the timing of this request/proposal.
 - It is very intrigued by the theater opportunity.
 - It is concerned with the political and monetary impact the proposed process will have on the community and the particular industry being asked to shoulder the tax.
 - It worries that the proposal violates the core values that DCVB shaped over some years through a painstaking community-wide process.
 - It is concerned that the new proposal doesn't solve any of the big picture or long-term issues.

- It realizes there is a window to ride this on another occupancy tax bill but there is the same opportunity to ride a PFT on a bill for the City of Monroe that is also in process.
- It wants to meet and listen carefully to others but feels it would be a mistake to rush this right now.

At 7:45 p.m., the Chairman Hunter adjourned the meeting.

Respectfully Submitted,

A handwritten signature in black ink that reads "Ronald G. Hunter". The signature is written in a cursive, flowing style.

Ron Hunter
Chairman of the Board